For people who like to smoke...

An invitation to compare your menthol cigarette with the quality of Benson & Hedges.

BENSON & HEDGES
BENSON & HEDGES
Lights
BENSON & HEDGES
Deluxe Ultra Lights

Full Flavor Lights Deluxe Ultra Lights

Ultra Lights: 6 mg "tar," 0.6 mg nicotine—Lights Box: 10 mg "tar," 0.7 mg nicotine av. per cigarette, by FTC method Lights Soft: 10 mg "tar," 0.7 mg nicotine—100's: 16 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Feb.'85.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Is your present cigarette short-changing your smoking taste? You won't really know until you try Benson & Hedges. Take this gift certificate to your favorite store, buy one pack, and we will give you one pack of any style Benson & Hedges free.

STORE COUPON

BENSON & HEDGES

Buy one pack, get one free

NAME ______
ADDRESS ______
CITY ______ STATE ______ ZIP ______
MY CURRENT BRAND IS ______

My normal retail price per pack, including sales tax, is $______

BENSON & HEDGES
because quality matters

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FSI 101C

Benson & Hedges Menthol
"An Invitation to Compare"
Free Standing Insert—1989
Page 4 Color

Wells, Rich, Greene, Inc.

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